

Appln No. 09/899,827  
Amdt date August 21, 2007  
Reply to Office action of May 21, 2007

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A system for creating an interactive event that includes interactive components for use with a broadcast event, the system comprising:

a content creator that includes tools, responsive to inputs from a producer, for generating:

(a) client files to be provided to remote clients prior to the broadcast event, the client files including interactive components that are responsive to messages sent from a server during the interactive event to cause the remote clients to display the interactive components that are indicated by the messages, and

(b) a server-based graphical user interface for hosting by the server, the graphical user interface being generated prior to the broadcast event, that displays and displaying on a monitor coupled to the server a representation of the individual interactive components that are to be displayed during the interactive event, wherein the representation of a particular one of the interactive components on the monitor is actuated via the graphical user interface for transmitting by the server one or more of the messages that triggers display of the particular one of the interactive components on causing the messages to be provided to the remote clients during the interactive event to control the display of the interactive components on the remote clients during the event.

Claim 2 is canceled.

**Appln No. 09/899,827**  
**Amdt date August 21, 2007**  
**Reply to Office action of May 21, 2007**

3. (Currently Amended) The system of claim 1, wherein the graphical user interface is responsive to the producer for receiving content during the interactive event and for causing that content to be transmitted for display on the remote clients.

4. (Currently Amended) The system of claim 1, wherein the content creator is used to create polls such that during creation of a poll, a representation indicating that the poll is to be displayed is created for display by the remote clients.

5. (Currently Amended) The system of claim 1, wherein the content creator is used to create trivia questions such that during creation of a trivia question, a representation indicating that the trivia question is to be displayed is created for display on the ~~server-based~~ graphical user interface.

6. (Original) The system of claim 1, wherein the content creator has fields for designating a time during the event for when specified content will be displayed.

7. (Original) The system of claim 6, wherein the event is a broadcast program and the timing is based on the beginning of a segment of the broadcast program.

8. (Previously Presented) The system of claim 6, wherein the system includes a technical director with a software interface that allows the producer to override the designated time or display content.

9. (Currently Amended) The system of claim 1, wherein the graphical user interface stores content created in real time during the event and causes the server to transmit that content to the remote clients.

10. (Currently Amended) The system of claim 1, wherein the server sends messages to the ~~client~~ remote clients using an Internet protocol.

**Appln No. 09/899,827**  
**Amdt date August 21, 2007**  
**Reply to Office action of May 21, 2007**

11. (Currently Amended) The system of claim 1, wherein the representation of the interactive components is via user interface has icons representing individual items of interactive content to be displayed during at least a segment of the event.

12. (Original) The system of claim 1, wherein the content creator includes a first program for allowing a producer to identify types of items of interactive functionality.

13. (Original) The system of claim 12, wherein the first program also allows the producer to create a look and feel for multiple events.

14. (Original) The system of claim 12, wherein the content creator further includes a second program that receives from the first program the types of items of interactive functionality, the second program being used to enter quantities and the content for each item.

15. (Currently Amended) The system of claim 14, wherein the content entered for each piece of content is used to generate files for transfer to ~~a client~~ the remote clients.

16. (Currently Amended) The system of claim 12, wherein the content creator creates the graphical user interface using the quantity of items and content of the items of interactive functionality.

17. (Previously Presented) The system of claim 1, wherein the client files allow some interactive components to be provided to the remote clients before the event, and the content creator allows other interactive components to be provided during the event.

18. (Currently Amended) The system of claim 1, wherein some interactive content is provided to the remote clients during the event but prior to a time to display the interactive content during the event.

19. (Currently Amended) The system of claim 1, wherein some interactive content is provided to the remote clients during the event for immediate display during the event.

**Appln No. 09/899,827**  
**Amdt date August 21, 2007**  
**Reply to Office action of May 21, 2007**

20. (Currently Amended) The system of claim 1, wherein some content is provided to the remote clients before the event, some content is provided to the remote clients during the event but prior to display during the event, and some content is provided to the remote clients during the event for immediate display during the event.

21. (Currently Amended) The system of claim 1, wherein the client files are transferred to the remote clients in advance of an episode of an event and includes multi-episode content for display for multiple events and individual ~~episode~~ episode content specific to a single episode event, wherein the content creator can create both the multi-episode content and the individual episode content.

22. (Original) The system of claim 1, wherein the content creator is responsive to a producer for enabling a chat functionality during some or all of an event.

23. (Currently Amended) An authoring system for creating interactive content to be sent to remote clients during a broadcast event, the system including a user interface with different types of interactive functionality, including one or more of polls, facts, and trivia questions, the system responsive to user inputs for selecting from among a plurality of types of interactive functionality to create particular interactive functionality and further responsive to user inputs for entering and scheduling interactive content for each of a number of the selected interactive functionality, the system further including means for creating a server-based graphical user interface for hosting by a server, the graphical user interface showing displaying on a monitor coupled to the server representations of each item of interactive content scheduled to be displayed during the broadcast event, wherein the representation of a particular item of interactive content on the monitor is actuated via the server-based graphical user interface for transmitting by the server one or more causes messages that triggers display of the particular item of interactive content on to be provided to the remote clients during the broadcast event to control the display of at least a portion of the interactive content.

24. (Original) The system of claim 23, wherein the representations are icons.

**Appln No. 09/899,827**  
**Amdt date August 21, 2007**  
**Reply to Office action of May 21, 2007**

25. (Original) The system of claim 24, wherein at least some of the icons represents questions and responses for display to viewers of an event, the questions being related to the event.

26. (Original) The system of claim 23, wherein the user interface indicates interactive functionality available during an event.

27. (Original) The system of claim 26, wherein the interactive functionality includes the ability of one viewer to communicate with another viewer or with a producer of the event.

28. (Previously Presented) The system of claim 23, wherein the items of content are sent to a client in advance of the broadcast event, and the server causes messages to be provided to cause items of content to be displayed in response to the messages.

29. (Currently Amended) The system of claim 28, wherein the ~~server-based user interface~~ graphical user interface is responsive to cause previously sent content to be displayed.

30. (Previously Presented) The system of claim 1, wherein the remote clients receive the broadcast event.

31. (Previously Presented) The system of claim 30, wherein the messages are transmitted over a data communications network, and the broadcast event is broadcast over a television broadcast medium.

32. (New) The system of claim 1, wherein the one or more messages are transmitted separately from the client files including the particular one of the interactive components.